

Coming to this city at an early date!!

Louis O. Macloon will present  
(By arrangement with Sam H. Harris)

The funniest play in 25 years

# "Cradle Snatchers"

A successful farce comedy by Russell Medcraft and  
Norma Mitchell—now in its second year at the  
Music Box Theatre, New York City.

Special New York cast headed by Helen Bolton  
Staged by Lillian Albertson

Watch the newspapers for the date of seat sale!!  
Or better yet, send in your mail order now!

## PAULINE FREDERICK

returning to the stage in her greatest success

# "Madame X"

SPRECKELS Theatre SAN DIEGO

2 Nights MON. & TUES. SEPT. 27-28

Popular Matinee Tuesday—Best Seats \$1.50

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*Event Extraordinary!*



LOUIS O. MACLOON presents  
America's Most Beautiful Star

*Pauline Frederick*

(On the Stage and In Person)

In a Brilliant Renewal of  
ALEXANDRE BISSON'S Immortal Play

# "MADAME X"





# A GREAT ACTRESS TO APPEAR IN A TRULY GREAT PLAY



Some years ago there came from France one of the genuine great plays of all times—a stirring and appealing human document entitled “Madame X.” This work, written by Alexandre Bisson, was first adapted into English by John N. Raphael and later a stage version made by William Henry Wright. Henry W. Savage, foremost producer of the day, offered the play in New York and it immediately became a sensational success.

Soon it was being played in all parts of this country, England, and in fact all over the civilized world in various tongues. The leading actresses of the day vied with each other to play this role and most of our very first rank stars in the United States essayed the ever fascinating role of the hapless Jacqueline.

Seven years ago Pauline Frederick appeared in a motion picture version of “Madame X” that even today ranks as her greatest achievement and is immortal in the list of fine films. Never before, and many critics say never since, has such a magnetic dramatic performance flashed across the silver sheet and it is declared on all sides all over the world that Miss Frederick was the ideal of all the Jacquelines.

Now this brilliant and beautiful actress has returned to the speaking stage, AND IN PERSON, and, will be seen in this city very shortly on a trans-continental tour of the important cities of the United States and Canada. This will be the first and last times you will have an opportunity of seeing Miss Frederick essay this role. Following this short tour motion picture engagements will take her to London, England, for seven months.



*Edwin Schallert, one of America's foremost dramatic critics, writing for the Los Angeles Times, August 17, 1926, said:*

“With all that peculiar wealth of art that is hers quite personally, Pauline Frederick last night gained a sovereign victory at the Playhouse. With a sort of matchless serenity, that distinguished her performance even from those that she has given on other occasions she projected an impression that will without doubt for her audience remain unforgettable. For she cast over them a spell of pathos, so dream-like in its quality, that it may truly be called the rarest. Even her sobs were priceless. . . . All in all, it was Miss Frederick's triumph, and a telling and affecting one.”

*Florence Lawrence, the brilliant critic of the drama, writing for the Los Angeles Examiner, August 17, 1926, said:*

“Pauline Frederick last night scored a sensational triumph. Before an audience that filled every seat in the theatre, she enacted the great role in ‘Madame X.’ She met the requirements of this emotional role with a magnificent perception of its possibilities and its dangers. Inherent artistry marked out clearly for this actress the boundaries which separate emotionalism from hysteria and she never once stepped across the line. She extracted from the role all that pathos, grief and repentance with which the characterization is enriched, and in doing it evidenced once more her subtlety of interpretation and the breadth and power of her histrionic art. . . . This promises to be one of the outstanding events of western dramatic history. . . . Plaudits were overwhelming—thirty curtain calls followed the final curtain and flowers were carried across the footlights until the entire stage looked like a rainbow of glowing colors.”

Miss Frederick is under the sole management of Louis O. Macloon, noted Pacific Coast producer, who shortly will present the funniest play now in New York City, “Cradle Snatchers,” in this city. “Cradle Snatchers” has run over a year to capacity laughing audiences at the Music Box Theatre and is now playing at Macloon's Playhouse, Los Angeles, following a long run in San Francisco. Don't miss “Cradle Snatchers,” a real farce comedy by Russell Medcraft and Norma Mitchell with Helen Bolton in the leading role. Both “Madame X” and “Cradle Snatchers” have been staged under the direction of Lillian Albertson in her usually sparkling manner.